

## **Historic, Archive Document**

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# PLANT TREES, SHRUBS and PERENNIALS

ALL WILL INCREASE REAL ESTATE VALUE  
and PROVIDE NEVER-ENDING PLEASURE!

APR 20 1937

FEW investments—often of comparatively small amounts—earn such increases in values as planting on your property, trees, flowering shrubs, and color giving hardy plants. Passersby, neighbors, future buyers, realtors, all judge of a property's value from the care given its general landscape development. No matter how small or extensive your holdings may be, Smalls can supply just the plantings to suit your needs and at the same time increase your daily pleasure—knowing that home surroundings make for real joy and contentment.

You're invited to visit our nurseries

Make up your mind to "plant this Spring." Let us help without obligation. Drive out and see our nurseries; let us make suggestions—show you the plants themselves. If you decide to purchase—we will gladly serve you. If not, no harm is done and we will have made new friends. See map of auto roads on opposite page.

## A PARTIAL LIST of PERENNIALS

On display at our North Chevy Chase Nurseries

All our perennials are pot-grown, with well rooted balls and are easily transplanted without loss. It is suggested in ordering that you select varieties that will supply uninterrupted blooms throughout the season.

	Each	Doz.
<b>Achillea</b> ( <i>Milfoil</i> , or <i>Yarrow</i> ), <b>The Pearl</b> . White.....	\$0.20	\$2.00
<b>Althaea</b> ( <i>Hollyhocks</i> ). Assorted colors; large.	.20	2.00
* <b>Alyssum</b> ( <i>Hardy Alyssum</i> ). Early; dense blooms.....	.25	2.50
<b>rostratum</b> . Yellow; grows 12 in. high...	.25	2.50
<b>saxatile compactum</b> . Yellow; grows 6 in.	.25	2.50
* <b>Anchusa</b> ( <i>Alkanet</i> ). Lovely, delicate flowers. <b>Dropmore</b> . Blue; grows 2 to 3 ft.....	.20	2.00
<b>myosotidiflora</b> . Blue; grows 12 to 18 in.	.25	2.50
<b>Anemone</b> ( <i>Windflower</i> ) <b>japonica</b> . Assorted colors.....	.25	2.50
<b>Aquilegia</b> ( <i>Columbine</i> ). Assorted colors....	.25	2.50
* <b>Arabis</b> ( <i>Rockcress</i> ). Grows about 5 in. tall. <b>alpina</b> . White.....	.25	2.50
<b>florepleno</b> . Double white.....	.30	3.00
* <b>Arenaria</b> ( <i>Sandwort</i> ). <b>montana</b> . White; grows 4 in. high.....	.30	3.00
<b>verna</b> . Compact, mosslike masses.....	.30	3.00
<b>Armeria</b> ( <i>Thrift</i> , or <i>Sea Pink</i> ). <b>maritima alba</b> . White; grows 6 in. tall..	.20	2.00
<b>Asters</b> ( <i>Hardy Asters</i> ). Assorted colors....	.20	2.00
<b>Campanula</b> ( <i>Canterbury-bells</i> ). Assorted colors.....	.20	2.00
<b>Centaurea</b> ( <i>Knapweed</i> ). Large, blue, thistle- like blooms.....	.20	2.00
* <b>Cerastium</b> ( <i>Snow-in-summer</i> ). <b>tomentosum</b> . White.....	.20	2.00
<b>Cheiranthus</b> ( <i>Siberian Wallflower</i> ). <b>allioni</b> . Orange.....	.30	3.00
<b>Chrysanthemum</b> , <b>Hardy</b> . Assorted colors. <b>maximum</b> ( <i>Shasta Daisy</i> ). Large white blooms.....	.15	1.50
<b>Delphinium</b> ( <i>Larkspur</i> ). Assorted.....	.20	2.00
* <b>Dianthus</b> ( <i>Sweet-william</i> ). Oldtime favorites <b>plumarius</b> . Fringed petals, very fragrant.	.20	2.00
<b>heddewigi</b> ( <i>Japanese Pinks</i> ). Assorted colors.....	.20	2.00
<b>Eupatorium</b> ( <i>Hardy Ageratum</i> ). Blue and white.....	.20	2.00
<b>Gaillardia grandiflora</b> ( <i>Blanketflower</i> ). Yel- low and orange red.....	.15	1.50
<b>Geum</b> , <b>Mrs. Bradshaw</b> . Orange red; grows 12 in. high.....	.25	2.50
<b>Lady Stratheden</b> . Yellow gold flowers; large.....	.25	2.50



PHLOX



DELPHINIUM

	Each	Doz.
* <b>Gypsophila</b> ( <i>Babysbreath</i> ) <b>repens</b> . White.	\$0.15	\$1.50
<b>rosea</b> . Pale pink.....	.20	2.00
* <b>Helianthemum</b> ( <i>Sunrose</i> or <i>Rockrose</i> ). Assorted.....	.25	2.50
* <b>Heuchera</b> ( <i>Coralbells</i> ). Mixed; grows bushy; dwarf.....	.30	3.00
<b>Iberis</b> ( <i>Candytuft</i> ). * <b>sempervirens</b> . White; 10 in. tall.....	.25	2.50
* <b>Little Gem</b> . Dwarf white; 6 in.....	.25	2.50
<b>Iris germanica</b> ( <i>German Iris</i> ). Assorted colors.....	.15	1.50
<b>Lavendula</b> ( <i>Lavender</i> ). <b>vera</b> . Fragrant blue flowers.....	.35	3.50
<b>Lythrum</b> ( <i>Loosestrife</i> ). <b>latifolium</b> . Purple; 2 to 3 ft.....	.25	2.50
* <b>Myosotis</b> ( <i>Forget-me-not</i> ). <b>palustris semperflorens</b> .....	.20	2.00
<b>Nepeta</b> ( <i>Catmint</i> ). <b>mussini</b> . Mauve flowers; 8 in.....	.20	2.00
<b>Papaver orientale</b> ( <i>Oriental Poppy</i> ). As- sorted.....	.25	2.50
<b>nudicaule</b> ( <i>Iceland Poppy</i> ). Yellow, white, orange.....	.15	1.50
<b>Phlox decussata</b> ( <i>Hardy Phlox</i> ). Assorted; very showy.....	.20	2.00
<b>Miss Lingard</b> . White.....	.25	2.50
* <b>subulata</b> ( <i>Mountain Pinks</i> ). Assorted..	.20	2.00
<b>Platycodon</b> ( <i>Chinese Bellflower</i> ). <b>grandiflora</b> . Blue.....	.20	2.00
* <b>Plumbago</b> ( <i>Leadwort</i> ). <b>larpentae</b> . Deep blue flowers.....	.20	2.00
* <b>Polyanthus</b> ( <i>Bunch Primrose</i> ). Assorted...	.25	2.50
* <b>Primula</b> ( <i>Primrose</i> ). <b>vulgaris</b> . Yellow, very bright.....	.30	3.00
* <b>Rosmarinus</b> ( <i>Rosemary</i> ) <b>officinalis</b> .....	.25	2.50
* <b>Santolina</b> ( <i>Ground Cypress</i> ). <b>chamaecyparissus</b> .....	.20	2.00
* <b>Sedum</b> ( <i>Stonecrop</i> ). Assorted yellow, white, pink, etc. ....	.20	2.00
* <b>Stachys</b> ( <i>Woundwort</i> ) <b>lanata</b> . Purple flowers	.20	2.00
<b>Stokesia</b> ( <i>Stokes</i> or <i>Cornflower Aster</i> ). <b>cyanea</b> . Blue.....	.20	2.00
* <b>Thymus serpyllum splendens</b> ( <i>Thyme</i> ). Dark red blooms.....	.20	2.00
* <b>Tunica saxifraga</b> ( <i>Coatflower</i> ). Rose pink flowers.....	.20	2.00
<b>Veronica</b> ( <i>Speedwell</i> ). Assorted; beautiful blue spikes.....	.20	2.00
* <b>Viola</b> ( <i>Tufted Pansies</i> ). Assorted, white, blue, purple, etc.....	.15	1.50

Note—Items marked with \* are suitable for rock gardens

## A GROUP OF FIFTEEN PERENNIALS

2 <b>Anemone</b> ( <i>Windflower</i> ).....	\$0.40
2 <b>Aquilegia</b> ( <i>Columbine</i> ).....	.50
2 <b>Asters</b> .....	.40
2 <b>Chrysanthemums</b> .....	.30
3 <b>Delphinium</b> ( <i>Larkspur</i> ).....	.60
2 <b>Dianthus</b> ( <i>Sweet-william</i> ).....	.40
2 <b>Veronica</b> ( <i>Speedwell</i> ).....	.40
15	Regular price.....\$3.00

All  
for  
\$1.50

## TWENTY-FIVE IN THIS GROUP

2 <b>Achillea</b> ( <i>Milfoil</i> or <i>Yarrow</i> ).....	\$0.40
2 <b>Anchusa</b> .....	.40
2 <b>Anemone</b> ( <i>Windflower</i> ).....	.40
2 <b>Aquilegia</b> ( <i>Columbine</i> ).....	.50
2 <b>Asters</b> .....	.40
2 <b>Campanula</b> ( <i>Bellflower</i> ).....	.40
2 <b>Chrysanthemums</b> .....	.30
2 <b>Delphinium</b> ( <i>Larkspur</i> ).....	.40
2 <b>Dianthus</b> ( <i>Sweet-william</i> ).....	.40
2 <b>Myosotis</b> ( <i>Forget-me-not</i> ).....	.40
2 <b>Phlox</b> .....	.40
3 <b>Viola</b> .....	.60
25	Regular price.....\$5.00

All  
for  
\$2.50

J. H. SMALL & SONS

DUPONT CIRCLE  
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WASHINGTON, D. C.

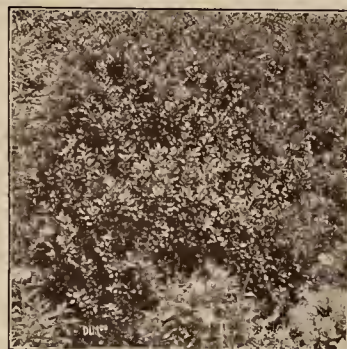






**Barberry** 12 to 15 in. **12c.**  
(*Berberis thunbergii*) Each

We recommend Barberry as one of the very best hedge plants. Has drooping branches, with spoon-shaped leaves of a brilliant green in Summer. These turn in late Fall to a rich crimson. The branches are decorated with scarlet berries. These berries which stay on the bush all Winter are especially attractive. In the Spring the light green foliage is very cheerful.



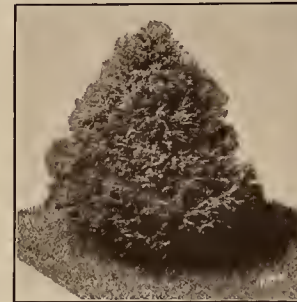
**Euonymus** 15 to 18 in. **48c.**  
(*Euonymus japonicus*) Each

A broadleaf evergreen, with lustrous, deep green leaves, beautifully decorative. For massing against walls because of its bushy, upright habit. Also useful as a hedge plant. Many women use it for window boxes.



**Boxwood** 12 to 15 in. **49c.**  
(*Buxus sempervirens*) Each

Beautiful, compact, oval-shaped bush with handsome, shining evergreen leaves. Can be used as an individual specimen or as a Boxwood hedge. In Europe it is sometimes trimmed into fantastic shapes.



**Plume Cypress** 18-24 in. **\$1.49**  
(*Chamaecyparis plumosa*)—*Retinospora* Each

A dainty evergreen with feathery, plumelike foliage and leaf points prominent—bright green in color. A fast growing species good for foundation planting; of graceful habit. One of the most popular of the ornamental evergreens.



**Chinese Elm** 7 to 8 ft. **\$1.50**  
(*Ulmus pumila*) Each

The most rapidly growing hardwood tree we have. It has just recently been imported into this country on a commercial basis. Becomes a beautiful shade tree very similar in habit to our American Elm, but much faster in growth. It has grown from a 15 inch seedling to a 10-foot tree in two years. Deservedly popular since it grows anywhere with a minimum of attention.



**California Privet** 30 inches **4c.**  
(*Ligustrum ovalifolium*) Each

This hedge plant is too well known to require any description. It is acknowledged to be the best all-round shrub for hedges. Will flourish anywhere. Needs little care, can be clipped to any shape, restrained to any height or left to grow naturally. Produces bunches of dainty white flowers in late Summer if not pruned.



**Irish Juniper**  
(*Juniperus communis hibernica*)  
34 to 36 inches **\$1.98**  
Each

Slender, gray-green evergreen, spire shaped. Very close, compact habit. Used by landscape artists as an accent plant in groups of other evergreens. Excellent when used in pairs in garden design or on either side of entrance. Perfectly hardy.

## 14 Popular Evergreens and Flowering Shrubs at Special Prices

We also carry a complete line  
of nursery stock at our  
Norbeck Nurseries



**Norway Spruce**  
(*Picea excelsa*)  
18 to 24 in. **98c.** Each

Have one or two real "Christmas Trees" on your property. Festoon them at Yuletide with colored lights. It recalls the Victorian period of 50 years ago, but still very popular. It is at home in any soil and withstands the rigors of any latitude. Will develop into a beautiful specimen if given room on your lawn. Attains a height of 25 to 30 feet.



**Moss Cypress** 24 to 30 in. **\$1.87**  
(*Chamaecyparis pisifera*—var. *squarrosa*) Each

A dense, pyramidal or round-headed evergreen with silver-gray foliage—in form, somewhat irregular, and picturesque. Very ornamental and graceful. Grows into a medium-sized tree.



**Weeping Willow** 8 ft. **\$1.25**  
(*Salix babylonica*) Each

This well known tree deserves more advertising. It is a very decorative tree of graceful, drooping habit which increases the beauty of any lawn or estate. It is fast-growing and demands little attention.



**Glossy Abelia** 2 to 2½ feet **75c.**  
(*Abelia grandiflora*) Each

One of our very best, free-flowering shrubs. Very attractive. Carries numerous delicate pink flowers the entire Summer until frost. If given a little protection it will retain its glossy, pointed leaves all Winter. A general favorite and it should not be missing from your garden.



**Spirea Vanhouttei** 2 to 2½ feet **49c.**  
(*Spiraea vanhouttei*) Each

This is appropriately named "Bridalwreath," because it forms great white arches of bloom in the early Spring. Most popular of all the Spireas. Often grows 5 feet tall. Splendid for doorways or foundations, especially when massed. Flourishes in any soil.



**English Ivy** 2 years old **18c.**  
(*Hedera helix*) Each

America's best and most popular evergreen vine. It will endure under very uncongenial surroundings and thrive without bright sunlight. Use it on walls, or as a ground cover. Can be used for garden borders; for hanging baskets, window boxes, etc. Outdoors—indoors!

**Lombardy Poplar**  
(*Populus nigra italica*)

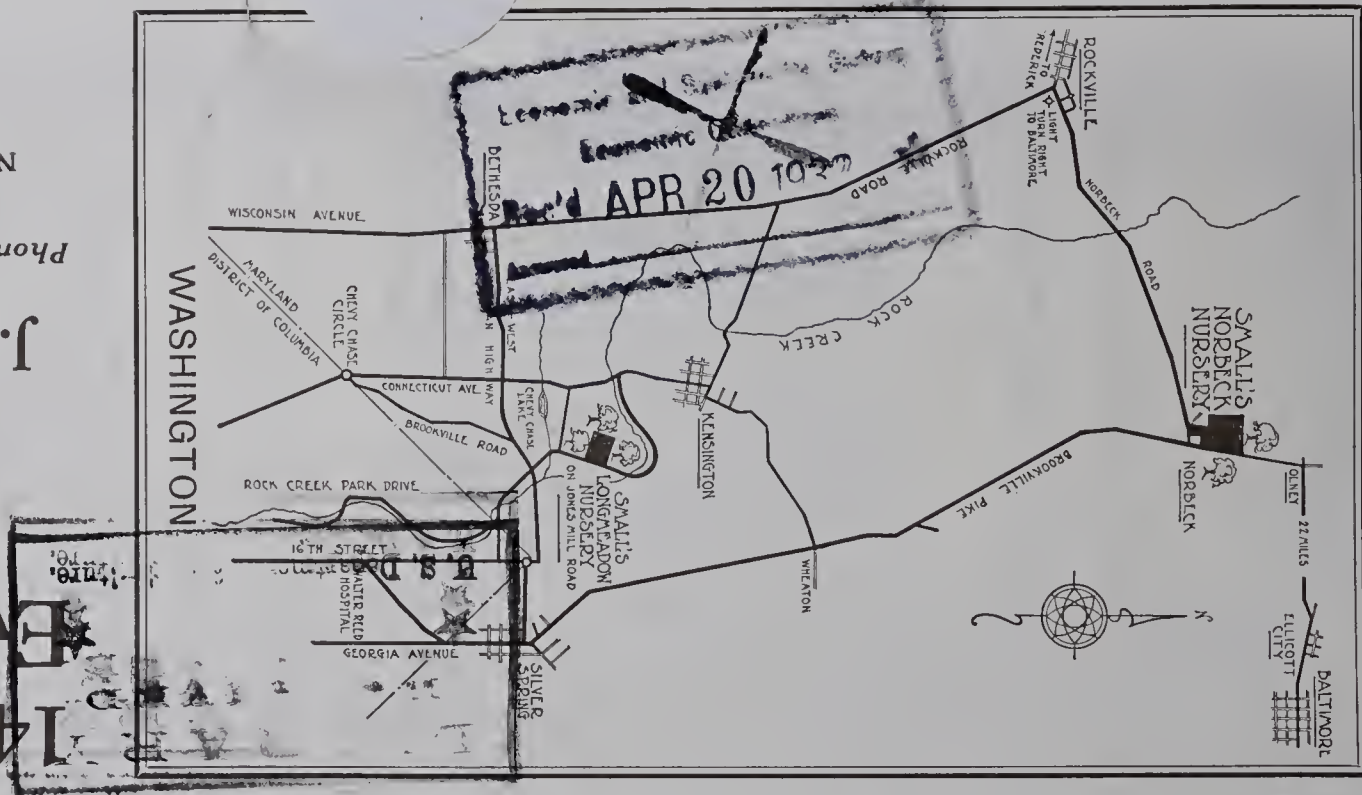
6 to 8 feet **38c.**  
Each

An ornamental and picturesque tree seen often in Europe—especially in Italy, hence its name. A very rapid growing tree, tall, slender and stately. Admirable for formal and general landscape effects. Much used for wind shields or screens.





**14 Popular**  
**Evergreens and**  
**Flowering Shrubs**  
**At SPECIAL PRICES**  
**J. H. SMALL & SONS**  
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 Phone: North 7000 Washington, D. C.  
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WITH us you deal with but *one* organization with undivided responsibility. We combine plans, construction, and planting in one contract, saving you several commissions and insuring our personal supervision from start to finish.

Since 1855—over three-quarters of a century—we have served customers far and near—to whom we can always refer.

Our landscape men are all specialists, with technical training and practical experience. Being large growers we have ample stock for selection and planting. We are well acquainted with local climatic conditions, temperature variations, and soils. Thus we have these advantages over distance landscape organizations. These qualifications are an insurance for you—preventing disappointments and poor investments.

Estimates are always cheerfully given. May we have the pleasure of a preliminary consultation? We make no charge for this service and there is no obligation implied or otherwise.



## MOVING LARGE TREES — *Expertly!*

TREES are indispensable materials for landscapes. Why wait years for their natural growth? Small's can roll back the years on your grounds and place there just such trees as you would like to own and enjoy—develop finished effects at once.

Our modern methods assure success. We have moved hundreds of trees with our special equipment shown at the left. No damage to roots or trunk occurs. Trees transplanted by us continue in growth without setbacks.

*Estimates submitted upon request.*



**J. H. SMALL & SONS**

Dupont Circle

Washington, D. C.